

UNIVERSITY OF NORTH TEXAS G. BRINT RYAN COLLEGE OF BUSINESS



MBA IN SPORT ENTERTAINMENT MANAGEMENT (2021-2022)

The MBA in Sport Entertainment Management is an intensive 18-month, full-time, cohort-style degree program. Classes are taught at the Frisco, TX UNT campus, and the MBA begins in the Fall semester of each academic year and ends the following Fall. Students accepted the program can expect strong industry interaction designed to enable graduates to become industry-ready and marketable. Taught by the world-class UNT Sport Entertainment faculty with the support of industry partners like the Dallas Cowboys, PGA America, and North Texas Speedway (to name a few), students will engage in a relevant, dynamic educational experience. Upon program completion, graduates will note that their knowledge of the unique business practices related to Sport Entertainment is broadened and they are prepared for back office positions and advancement in professional sports and related fields.

COURSE REQUIREMENTS

FALL (9 HOURS)

MKTG 5150 (3 hrs.) Marketing Management
DSCI 5180 (3 hrs.) Intro. to the Business Decision Process
MGMT 5401 (3 hrs.) Talent Management in the Sports Entertainment Industry

SPRING COURSES (9 HOURS)

ADTA 5XXX(3 hrs.) Sport Entertainment Analytics
MKTG 5261 (3 hrs.) Corporate Partnerships in the Sport Entertainment Industry
OPSM 5900 (3 hrs.) Sport Event and Venue Operations Management

SUMMER COURSES (9 HOURS)

MGMT 5140 (3 hrs.) Organizational Behavior and Analysis
FINA 5170 (3 hrs.) Financial Management
BUSI 5190 (3 hrs.) Administrative Strategy

FALL COURSES (9 HOURS)

ACCT 5130 (3 hrs.) Accounting for Management
MGMT 5490 (3 hrs.) Consulting for the Sports Entertainment Industry
MKTG 5900 (3 hrs.) International Brand Strategies in the Sport Entertainment Industry

BACKGROUND COURSES/CONTENT

Background content includes:

- » Micro and Macro Economics
- » Financial Accounting
- » Business Law
- » Calculus

Deficiencies can be completed through Ivy Software and Responsive.net. The Ryan College of Business Graduate Programs Office works with students to determine if background deficiency courses will be necessary.

READY TO APPLY? NEED TO GET ADVISED?

CONTACT A STAFF MEMBER IN THE GRADUATE PROGRAM'S OFFICE
AT RCoBMasters@UNT.EDU OR CALL 940-369-8977